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ABSTRACT

A data-collection model is presented for the gathering of timely information on population demographic characteristics, as well as economic, educational, environmental, and social trends. First, the paper discusses the importance of anticipating internal and external changes and establishing priorities for resource allocation in the design of a college's future. Next, the data sources for the Mt. San Antonio College (California) external demographic model are identified: (1) directors of chambers of commerce, and redevelopment and human service agencies; (2) marketing information on potential student populations in the greater college service area; (3) college credit enrollment zip code analysis by sex, ethnicity, and age; (4) population and assessed valuation of community data from the California Department of Finance; and (5) a survey of city and county human services and recreation programs. The next section looks at the kinds of information other educational providers can offer, including data collected by each K-12 school district on the number of students at each grade level, the number of graduates, and ethnicity; annual mobility statistics; the number of postsecondary students and programs; and special projects data. Next, data sources for the college district and adjacent subregions are identified. The final section considers the trend files in the model, which are organized by local cities and national/state/local economic, educational, environmental, and social trends. Each section concludes with examples of the kinds of data discussed. (EJV)

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# A MODEL FOR EXTERNAL DEMOGRAPHIC ANALYSIS

*MT. SAN ANTONIO*
*COMMUNITY COLLEGE DISTRICT*

TC 800080

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This model was developed
with the assistance of a
grant from:

# Southern California Community College Institutional Research Association

*Barbara Ann Hall*
*Director, Institutional Research*
*Mt. San Antonio College*

A college future can no longer be shaped by simply reacting to immediate student needs. A California community college must anticipate the impact of demographic, economic, social and political forces on its programs and establish priorities for use of its finite resources. Mt. San Antonio College serves sixteen communities and ten unified school districts in the East San Gabriel Valley as well as a growing population coming from outside the District. Therefore, it was necessary to develop a model for data-gathering that would provide timely information on population demographic characteristics, as well as economic, educational, environmental, and social trends.

One of the problems in developing an analysis of future trends for a community college is data that is often too global. It is easier to find detailed information about state and national trends than local ones. To be most effective, future studies must deal with the sphere of influence specific to the college service area.

In detailed localized data there lies a gold mine of information for community college researchers. Finding the right facts, and using them as a base to develop comparisons with state and national trends, is a challenge and requires new strategic methods.

First it means developing a community footprint, not just in the usual demographic terms of age, sex, and ethnicity, but one that illustrates a sense of community along with the usual numbers. This unique footprint becomes a foot path for college planners to use in critically examining present college programs, gauging the growth potential of course offerings and the likelihood of attracting student from new markets. Examining the environment surrounding the college for key indices of changing educational needs is critical for institutional positioning. To achieve the optimum competitive position in the educational marketplace, proper timing is crucial. By the nature of their programming, community colleges are better positioned compared to other educational providers. They can serve a large and constantly growing market segment requiring educational opportunities beyond high school, but short of four years. Their success at serving this wide spectrum of educational needs has drawn competition from adult education programs, university extensions, and proprietary educational providers.

Uncertainty today about the future is a given. As Pierre Wack said, "The future is no longer stable; it has become a moving target. No single 'right' projection can be deduced from past behavior." (Wack, p.73)

Community colleges will design their futures from a unique juxtaposition of internal and external assessment. Plans that merely quantify alternative outcomes of obvious uncertainties will not be helpful in a future where uncertainty is a given. In the past, traditional educational forecasting examined swings between familiar cycles, not so much leaps into the totally unknown. This old pattern of educational forecasting may become as obsolete as traditional economic forecasting is becoming.

One of the significant differences between educational institutions and business is that institutions of higher education are skilled-labor intensive. Traditionally, this talent in a college is utilized for curriculum development, and the evaluation of instructional requirements and methods. Departmental and divisional planning are the "skunkworks" of educational institutions. In addition to a talented staff, almost two hundred business and community leaders serve on MSAC advisory committees. Linking this network of talent to the institution's external assessment is an essential component of the demographic assessment model.

Ongoing demographic analysis produces information that helps reduce uncertainty about outcomes and assists the development of an informed consensus on future priorities by extracting from internal and external assessments the key indicators of supply and demand for educational programs.

The data sources for the Mt. San Antonio College external demographic model are shown on the following pages with illustrations from the MSAC Information Notebook, Volume II.

Wack, Pierre, "Scenarios, Unchartered Waters Ahead," Harvard Business Review, No. 5, Sept./Oct. 1985, pp. 73-89.

# Forecasting Economic and Social Trends That Impact Educational Planning

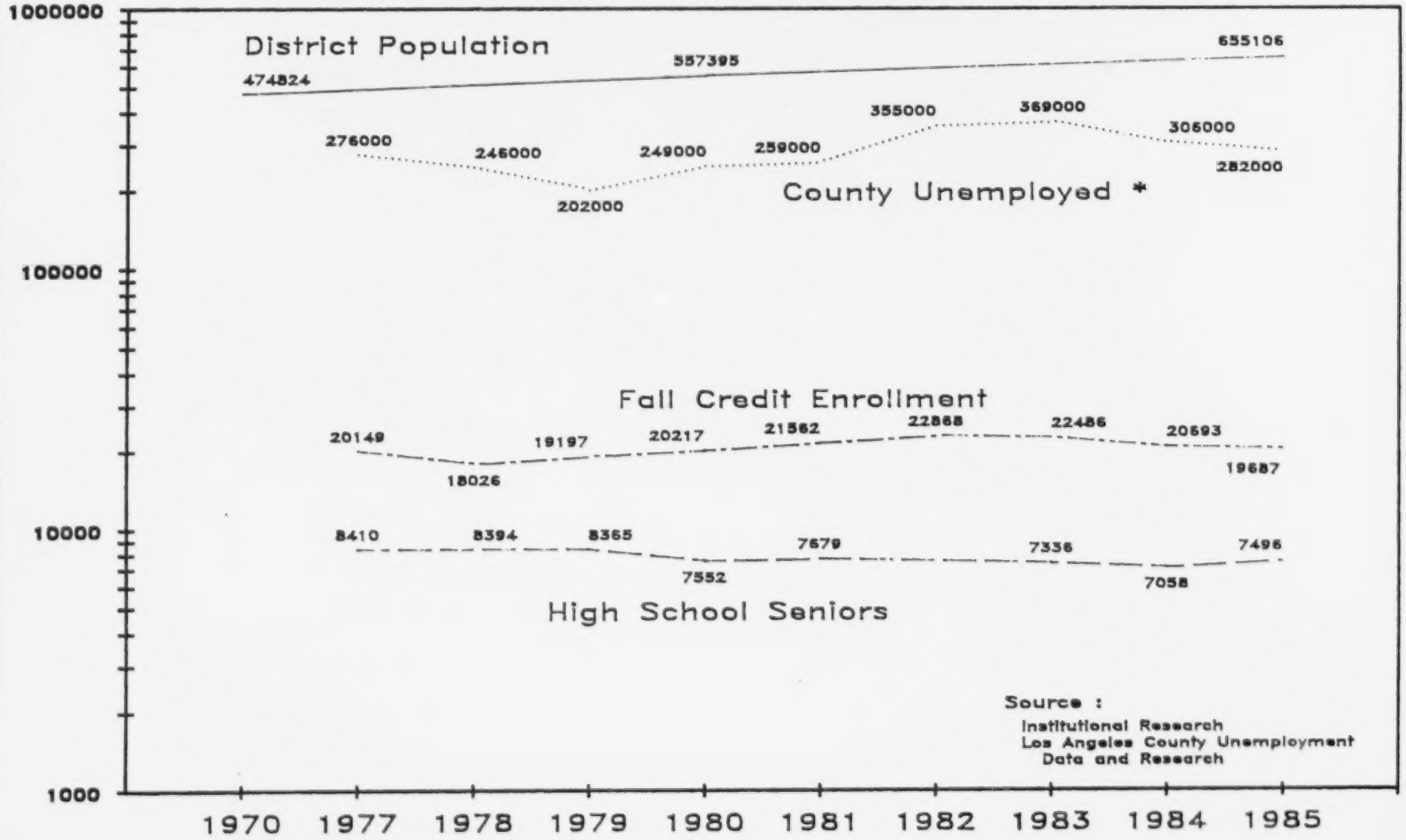
*Data sources with illustrations from:*
*Mt. San Antonio College*
*Information Notebook, Volume II*

## DATA SOURCES

Communities in the College service area.

| | |
|---|---|
| Pages 4, 5 | Meet with directors of chambers of commerce, redevelopment and human service agencies every year and a half to gather future trend information. |
| Pages 6, 7 | Bi-annual use of Donnelley Marketing Information Services American Profile Cluster Plus Area Composition Analysis Reports by zip code or census tract (ideally better, but more expensive) to identify potential student populations in the greater College service area. Credit enrollment from outside the MSAC District amounts to 26.8 percent. |
| Pages 8, 9, 10 | College credit enrollment zip code analysis by sex, ethnicity and age (MSAC Computer Services, SAPP 2300). |
| Page 11 | Annually gather population and assessed valuation of communities in the College District (California Department of Finance, Population Unit and Los Angeles County Assessors Office).<br><br>Annually gather Assessed Valuation/Redevelopment by District K-12 Schools (Office of the Los Angeles County Superintendent of Schools). |
| Pages 12, 13 | Annually survey City and County Human Services and Recreation programs. |

# COMPARISON
# 1970 - 1985




* Los Angeles County Annual Average Unemployment

## BUSINESS PROFILE - MSAC DISTRICT BY THE YEAR 2000

**Baldwin Park** - 372 acres, five major industrial-commercial developments, including 200 room Hilton Hotel, restaurant/retail complex.

**Irwindale** - 350 industries, 93.5 percent light-heavy manufacturing, warehousing, distributors, industrially related service firms, 1500 acres. National Headquarters of Home Savings Corp. and service division for 150 Home Savings offices.

**City of Industry** - Sixty percent developed; 1000 very diversified small industries - financial, banking, health services, industrial service providers.

**West Covina** - Redeveloped Eastland Mall, 12-story Eastland Towers, freeway corridor automobile sales center, business condominiums, Atrium Hotel and business complex, 310 unit Holiday Inn.

**La Puente** - Redevelopment - 365 acres; boundary, Valley Blvd., Temple Ave., Turnbull Canyon Road.

**Covina** - CRA expired 1990 - 279 acres; 15 percent City land in three industrial parks, one business center.

**Diamond Bar** - American Medical Industries, $10 million Health Care Center, 71-bed, full-service hospital, 230 acre Industrial Park.

**Pomona** - Growth since 1985 focused on Business (by 1990 industrial space gone). University Corporate Center for Research and Development, General Dynamics the largest employer, 35,000; Hotel/Convention Center, Los Angeles County Fairgrounds; major shopping center, Phillips Ranch; automobile sales center.

**San Dimas** - Civic Center expanded, new fire and sheriff stations; historical museum. Off 210 Freeway, three shopping centers, four motels and bowling center. Thirty acre industrial R-D Park; residential area, Via Verde, completely built; 50-acre lighted sports facility.

**Walnut** - Totally developed: Residential, 80 percent; Commercial, 12 percent; Manufacturing, 8 percent. MSAC largest employer. Population, 30,000.

**GROWTH EAST OF MSAC DISTRICT:** Population - 607,900

**Rancho Cucamonga, Ontario, Fontana, Upland, Chino, Montclair** - 100,000 employed. Expanded Ontario International Airport; Commercial, Industrial rail service; heavy industrial zoning; heavy manufacturing, compounding, processing or fabrication, steel milling, forging, fabrication, plastics, welding, woodworking, heavy machinery. Riverside College expanded to two campuses and District Headquarters.

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Source: MSAC Institutional Research

## COMPARISON OF THE FOUR LARGEST LIFE STYLE CLUSTER POPULATIONS IN MSAC, CHAFFEY, CITRUS, AND RIO HONDO DISTRICTS

| Cluster Descriptions | MSAC Pop. | MSAC % | Chaffey Pop. | Chaffey % | Citrus Pop. | Citrus % | Rio Hondo Pop. | Rio Hondo % |
|---|---|---|---|---|---|---|---|---|
| 03 - High Income, High Home Values, New Homes, Highly Mobile, Younger, 13.6-15.4 Yrs. Education, Professional, 79% Married, 3.1-3.3 Children. | 52,956 | 8.0 | | | | | | |
| 05 - High Income, High Home Values, 13.6-15.4 Yrs. Education, Professional, Low Mobility 50's and 60's Homes. | | | | | 16,161 | 8.3 | | |
| 06 - 64.8% Households With Children, 3.4 or More Children, New Homes, Highly Mobile, Younger, 79% Married, 12.8-13.5 Yrs. Education, Above Average Income. | | | 100,926 | 24.7 | | | | |
| 12 - Highly Mobile, Young, Working Couples, 2.5-3.0 Young Children, New Homes, Above Average Income, 12.8-13.5 Yrs. Education, White Collar Workers. | 43,835 | 6.7 | | | | | | |
| 13 - Older, Fewer Children, Above Average Income, 12.0-12.7 Yrs. Education, White Collar Workers, Homeowners 50's Homes, Very Low Mobility, Small Towns | | | | | | | 17,386 | 5.0 |
| 16 - Working Couples, Very Low Mobility, Above Average Income, 12.0-12.7 Yrs. Education, Homeowners, 50's Homes, Urban Areas. | 108,724 | 16.6 | | | 23,218 | 12.0 | 48,976 | 14.1 |
| 19 - 64.7% Households With Children, 3.1-3.3 Children, 79% Married, Above Average Income, 12.0-12.7 Yrs. Education, Younger, Homeowners 60's and 70's Homes, Primarily Rural Areas. | | | 40,074 | 9.8 | | | | |

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| Cluster Descriptions | MSAC Pop. | MSAC % | Chaffey Pop. | Chaffey % | Citrus Pop. | Citrus % | Rio Hondo Pop. | Rio Hondo % |
|---|---|---|---|---|---|---|---|---|
| 25 - Younger, Mobile, 26.6-34.9% Households With Children, Below Average Income, 12.0-12.7 Yrs. Education, Apartment Dwellers. | | | | | 18,348 | 9.5 | | |
| 27 - Average Income, 12.0-12.7 Yrs. Education, Single Family Homes, Lower Home Values, 50's and 60's Homes. | | | 42,841 | 10.5 | | | | |
| 36 - Average Income, 10.0-11.4 Yrs. Education, Blue Collar Workers, 50% or More Hispanic, 49.0-51.9% Households With Children, 2.5-3.0 Children. | 140,356 | 21.4 | 24,206 | 5.9 | 29,966 | 15.4 | 153,586 | 44.2 |
| 46 - 9.9 Yrs. or Less Education, Very Low Income, 50% or More Hispanic, 49.0-51.9% Households With Children, 2.5-3.0 Children, Apartment Dwellers, Unskilled, High Unemployment. | | | | | | | 54,119 | 15.6 |

| DISTRICT | TOTAL POP | TOTAL HHLDS |
|---|---|---|
| MSAC | 655,106 | 203,503 |
| Chaffey | 408,297 | 133,071 |
| Citrus | 194,144 | 65,903 |
| Rio Hondo | 347,821 | 111,697 |

CREDIT ENROLLMENT
LOCAL CITIES BY ZIP CODE DISTRIBUTION, SEX, ETHNICITY, AND AGE - MSAC, SPRING 1985

| City | No. | SEX | | ETHNICITY | | | | | | | AGE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | M % | F % | Black % | Amer. Indian % | Asian % | Hispanic % | White % | Filipino % | Other % | 18-20 % | 21-24 % | 25-40 % | 45-Over 60 % |
| Baldwin Park 91706 | 772 | 53 | 46 | 2 | 1 | 5 | 49 | 31 | 7 | 2 | 33 | 24 | 30 | 3 |
| Charter Oak 91722 | 684 | 43 | 56 | 2 | | 2 | 17 | 74 | | 2 | 29 | 20 | 38 | 5 |
| Covina 91723 | 451 | 45 | 55 | 1 | | 6 | 11 | 76 | 2 | 3 | 29 | 25 | 35 | 3 |
| Covina 91724 | 721 | 48 | 52 | 2 | | 6 | 9 | 77 | 1 | 2 | 40 | 20 | 26 | 6 |
| La Puente 91744 | 1,355 | 49 | 50 | 7 | 1 | 4 | 45 | 36 | 3 | 1 | 32 | 25 | 33 | 3 |
| Hacienda Hts. 91745 | 1,464 | 45 | 54 | 2 | | 11 | 23 | 58 | 2 | 1 | 42 | 20 | 24 | 6 |
| La Puente 91746 | 354 | 46 | 53 | 6 | | 6 | 55 | 22 | 4 | 4 | 39 | 25 | 25 | 3 |
| Rowland Hts. 91748 | 1,043 | 45 | 54 | 4 | 1 | 11 | 19 | 55 | 5 | 2 | 32 | 22 | 36 | 4 |
| La Verne 91750 | 754 | 47 | 52 | 1 | | 5 | 15 | 73 | | 2 | 33 | 19 | 35 | 6 |
| Diamond Bar 91765 | 1,144 | 43 | 57 | 6 | | 6 | 12 | 69 | 1 | 2 | 33 | 16 | 37 | 6 |
| Pomona 91766 | 963 | 45 | 54 | 17 | 1 | 10 | 26 | 39 | 2 | 2 | 22 | 19 | 46 | 4 |
| Pomona 91767 | 1,009 | 44 | 55 | 26 | 1 | 3 | 13 | 50 | | 3 | 22 | 21 | 46 | 3 |
| Pomona 91768 | 595 | 48 | 51 | 28 | 1 | 6 | 16 | 43 | | 1 | 25 | 22 | 41 | 4 |
| San Dimas 91773 | 748 | 40 | 59 | 5 | | 5 | 10 | 72 | 2 | 2 | 32 | 18 | 38 | 6 |
| Walnut 91789 | 1,154 | 41 | 59 | 5 | | 10 | 19 | 55 | 5 | 1 | 32 | 17 | 37 | 6 |
| West Covina 91790 | 1,125 | 50 | 49 | 6 | 1 | 4 | 23 | 58 | 2 | 2 | 30 | 21 | 34 | 8 |
| West Covina 91791 | 787 | 46 | 53 | 5 | | 4 | 17 | 67 | 1 | 1 | 34 | 21 | 31 | 6 |
| West Covina 91792 | 834 | 45 | 54 | 12 | | 10 | 21 | 40 | 10 | 2 | 29 | 18 | 42 | 4 |
| West Covina 91723 | 5 | 40 | 60 | 20 | | | 20 | 40 | 20 | | 40 | 40 | | 20 |

The percentages in the Sex, Ethnicity and Age categories represent a less than 100 percent response.
Source: SAPP 2300, MSAC Institutional Research

CREDIT ENROLLMENT
LOCAL CITIES BY ZIP CODE DISTRIBUTION, SEX, ETHNICITY, AND AGE - CHAFFEY, SPRING 1985

| City | No. | SEX | | ETHNICITY | | | | | | | AGE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | M % | F % | Black % | Amer. Indian % | Asian % | Hispanic % | White % | Filipino % | Other % | 18-20 % | 21-24 % | 25-40 % | 45-Over 60 % |
| Alta Loma 91701 | 78 | 35 | 64 | 1 | | 1 | 15 | 73 | 2 | 6 | 36 | 16 | 37 | 7 |
| Chino 91709 | 76 | 43 | 56 | 2 | | 1 | 17 | 77 | | 1 | 22 | 16 | 44 | 10 |
| Chino 91710 | 530 | 44 | 55 | 3 | | 2 | 19 | 71 | | 2 | 36 | 17 | 39 | 2 |
| Corona 91719 | 4 | 100 | | | | | 25 | 75 | | | 75 | | 25 | |
| Corona 91720 | 25 | 64 | 36 | | | | 8 | 84 | 4 | 4 | 36 | 28 | 28 | 8 |
| Cucamonga 91730 | 71 | 46 | 53 | 5 | 1 | 4 | 9 | 78 | | | 26 | 22 | 46 | 1 |
| Norco 91760 | 11 | 54 | 45 | | | | 9 | 81 | | 9 | 27 | 36 | 36 | |
| Ontario 91761 | 216 | 47 | 52 | 12 | 1 | 5 | 18 | 59 | | 2 | 29 | 12 | 49 | 2 |
| Ontario 91762 | 184 | 47 | 52 | 6 | | 3 | 14 | 73 | 1 | 1 | 25 | 24 | 45 | 3 |
| Ontario 91763 | 225 | 43 | 56 | 12 | | 7 | 20 | 56 | | 2 | 33 | 17 | 40 | 3 |
| Ontario 91764 | 111 | 44 | 55 | 5 | | 2 | 17 | 69 | 1 | 2 | 27 | 15 | 47 | 3 |
| Montclair 91786 | 321 | 44 | 55 | 3 | 1 | 4 | 10 | 76 | | 3 | 34 | 19 | 33 | 6 |
| Upland 92335 | 44 | 54 | 45 | 13 | | | 9 | 75 | 2 | | 23 | 16 | 51 | 4 |

The percentages in the Sex, Ethnicity and Age categories represent a less than 100 percent response.

Source: SAPP 2300, MSAC Institutional Research

## CREDIT ENROLLMENT
## LOCAL CITIES BY ZIP CODE DISTRIBUTION, SEX, ETHNICITY, AND AGE - CITRUS, SPRING 1985

| City | No. | SEX | | ETHNICITY | | | | | | | AGE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | M % | F % | Black % | Amer. Indian % | Asian % | Hispanic % | White % | Filipino % | Other % | 18-20 % | 21-24 % | 25-40 % | 45-Over 60 % |
| Duarte 91010 | 32 | 37 | 62 | 15 | 3 | 3 | 6 | 68 | 3 | | 24 | 21 | 42 | 9 |
| Monrovia 91016 | 40 | 47 | 52 | 7 | | 2 | 12 | 72 | | 5 | 12 | 21 | 59 | 5 |
| Azusa 91702 | 127 | 52 | 48 | 2 | 1 | 5 | 27 | 55 | 5 | 1 | 24 | 25 | 38 | 4 |
| Claremont 91711 | 303 | 41 | 58 | 8 | 1 | 4 | 10 | 71 | | 3 | 31 | 21 | 33 | 9 |
| Glendora 91740 | 373 | 44 | 56 | 1 | 1 | 3 | 7 | 82 | 2 | | 29 | 24 | 33 | 7 |

## RIO HONDO, SPRING 1985

| City | No. | SEX | | ETHNICITY | | | | | | | AGE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | M % | F % | Black % | Amer. Indian % | Asian % | Hispanic % | White % | Filipino % | Other % | 18-20 % | 21-24 % | 25-40 % | 45-Over 60 % |
| Whittier 90601 | 36 | 50 | 50 | | | 2 | 36 | 61 | | | 30 | 26 | 36 | 4 |
| Whittier 90602 | 9 | 33 | 66 | | | | | 88 | 11 | | 22 | 55 | 22 | |
| Whittier 90603 | 18 | 61 | 38 | | | 11 | | 88 | | | 16 | 27 | 54 | |
| Whittier 90604 | 27 | 66 | 33 | | | 3 | 14 | 81 | | | 42 | 11 | 32 | 10 |
| Whittier 90605 | 20 | 50 | 50 | | | | 10 | 90 | | | 25 | 40 | 25 | 10 |
| Whittier 90606 | 14 | 21 | 78 | | | 7 | 42 | 42 | | 7 | 42 | 28 | 21 | 7 |
| Pico Rivera 90660 | 21 | 66 | 33 | | | | 85 | 4 | 4 | 4 | 56 | 22 | 18 | |
| El Monte 91731 | 20 | 50 | 50 | | 10 | | 30 | 60 | | | 60 | 20 | 15 | 15 |
| El Monte 91732 | 62 | 56 | 43 | 6 | 3 | 3 | 45 | 35 | 3 | 3 | 36 | 20 | 28 | 9 |
| El Monte 91733 | 28 | 64 | 35 | | | | 64 | 28 | 3 | 3 | 49 | 17 | 30 | |

The percentages in the Sex, Ethnicity and Age Categories represent a less than 100 percent response.
Source: SAPP 2300, MSAC Institutional Research

## POPULATION COMPARISON OF MSAC DISTRICT CITIES - 1984-86

| City | January 1, 1984 | January 1, 1986 | % of Change |
|---|---|---|---|
| Baldwin Park | 55,398 | 59,900 | 8.13 |
| Covina | 36,846 | 40,600 | 10.19 |
| Industry | 679 | 620 | -8.69 |
| Irwindale | 1,110 | 1,060 | -4.50 |
| La Puente | 31,226 | 32,850 | 5.20 |
| La Verne | 25,802 | 27,550 | 6.77 |
| Pomona | 103,774 | 112,800 | 8.70 |
| San Dimas | 26,931 | 28,550 | 6.01 |
| Walnut | 13,130 | 20,700 | 57.65 |
| West Covina | 85,737 | 91,000 | 6.14 |

Source: California Department of Finance, Population Unit
MSAC Institutional Research

## PARTICIPATION IN CITY HUMAN SERVICES AND RECREATION PROGRAMS MSAC DISTRICT - 1984-85

| | NUMBER OF PROGRAMS | PARTICIPATION |
|---|---|---|
| Aquatics | 112 | 119,639 |
| Athletics--Adult Use & Team Sports | | |
| Number of teams | 1,068 | 16,741 |
| Commercial Recreation Services | 47 | 7,577 |
| Community Awareness Classes | | |
| Alcohol, Child Abuse, Drug | 39 | 23,079 |
| Cultural Events/Festivals | | |
| Concerts, Films, Special Events | 171 | 166,369 |
| Excursions | 251 | 14,548 |
| Facilities Use | 1,458 | 85,904 |
| Fee Classes | 378 | 82,104 |
| Playgrounds/Parks | 23 | 108,337 |
| Senior Citizen Classes/Programs | 117 | 57,495 |
| Senior Nutrition | 6 | 80,660 |
| Redevelopment | 7 | 450 |
| Youth Services--Day Care/Day Camp | 30 | 19,246 |
| Youth Sports | 73 | 13,808 |
| Volunteers | 16 | 1,192 |
| **TOTAL** | **3,795** | **797,149** |

Mt. San Antonio College District Cities participating in the survey:

Covina, Baldwin Park, Irwindale, La Puente, La Verne, Pomona, San Dimas, Walnut, West Covina.

Source: MSAC Institutional Research

## PARTICIPATION IN LOS ANGELES COUNTY HUMAN SERVICES AND RECREATION PROGRAMS MSAC DISTRICT - 1984-85

| | NUMBER OF PROGRAMS | PARTICIPATION |
|---|---|---|
| Aquatics (includes Raging Waters) | 8 | 644,526 |
| Athletics--Adult Use & Team Sports | | |
| Number of teams | 871 | 1,639,634 |
| Boating and Sailing | 1 | 68,379 |
| Commercial Recreation Services | | |
| Banquets, Coffee & Pro Shop, Hot Tubs, Weddings | 10 | 130,500 |
| Community Awareness Classes | | |
| Alcohol, Child Abuse, Drug | 8 | 642 |
| Cultural Events/Festivals | | |
| Concerts, Films, Special Events | 51 | 17,800 |
| Equestrian | 1 | 10,363 |
| Excursions | 112 | 5,805 |
| Family and Company Picnics | 2 | 118,000 |
| Fee Classes | 55 | 1,780 |
| Fishing | 2 | 239,322 |
| Golf (lessons & players) | 12 | 290,300 |
| Group Camping | 7 | 2,000 |
| RV Park | 1 | 330,909 |
| Senior Citizen Classes/Programs | 6 | 3,165 |
| Youth Services--Day Care/Day Camp | 61 | 13,000 |
| Youth Sports | 100 | 10,203 |
| Volunteers--Adult & Youth Sports, Seniors, and Special Events | 603 | 20,082 |
| **TOTAL** | **1,191** | **3,546,410** |

**County of Los Angeles, Department of Parks and Recreation sites participating in this survey:** Frank G. Bonnelli Regional Park, San Dimas Nature Center, Santa Fe Dam Regional Park.

**Golf Courses:** Diamond Bar, Marshall Canyon, Mountain Meadows.

**Parks:** Bassett/La Puente--Avocado, Bassett, Martin, Rim Grove, San Angelo, Sunshine; Covina--Charter Oak; Diamond Bar--Heritage, Maple Hill, Sycamore; Hacienda Heights--Farjardo, Otterbein, Gloria Heer; San Dimas--San Dimas Canyon.

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Source: MSAC Institutional Research

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## OTHER EDUCATIONAL PROVIDERS

K-12 School District Information:

Pages 15, 16, 17, and 18 — Data collected annually from each K-12 school district superintendent: number of students at each grade level, number of graduates, and ethnicity of District enrollment.

Page 19 — Data collected annually for each Adult Education and R.O.P. in the College District.

Number of students in each state-approved category.

Annual mobility of students in K-12 District schools (Assistant Superintendent of Instruction or District Research Officer).

Page 20 — Annual MSACCD Public K-12 Enrollment Projections - Birth Through Graduation (State of California, Department of Finance).

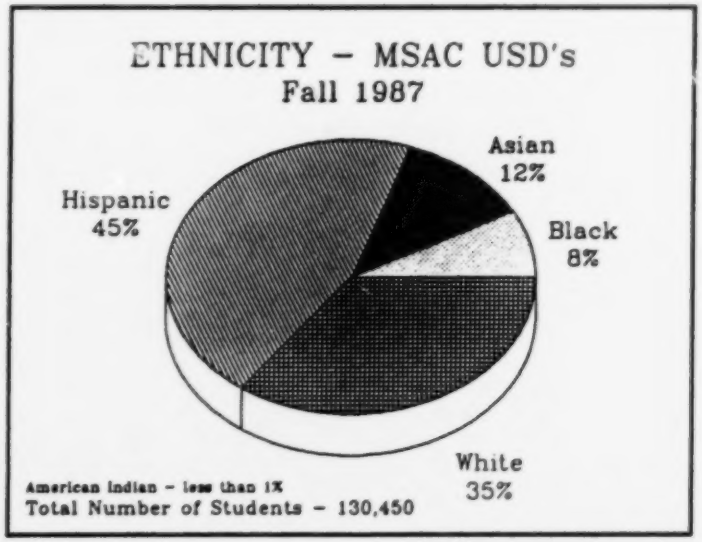
CEBEDS Reports (Office of the Los Angeles County Superintendent of Schools) including California Assessment test results and background factors, SES index (Parent Education Level, AFDC (Aid to Families with Dependent Children), and LEP (Limited English Proficiency)

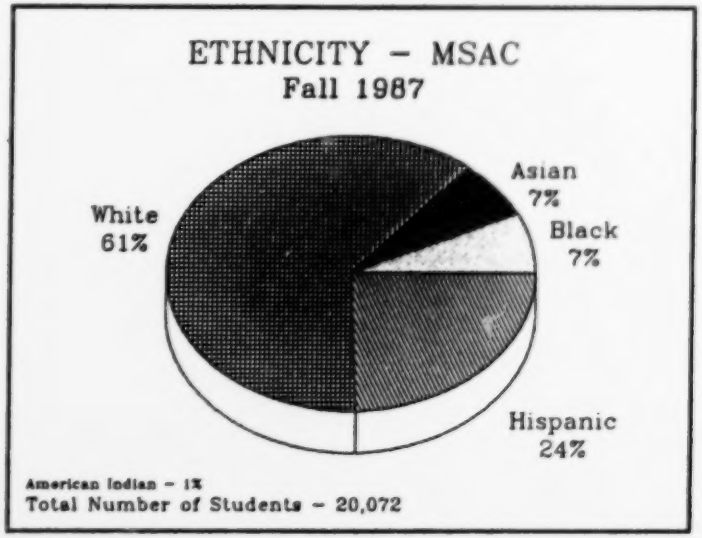
Postsecondary

Annually update list of other postsecondary educational providers to District residents. Survey every three to four years for number of students and types of programs. Data source: telephone directories serving the College District.

Annual Public School Directories for Los Angeles and San Bernardino Counties are standard referrences and frequently used for special projects.

# COLLEGE DISTRICT ETHNICITY

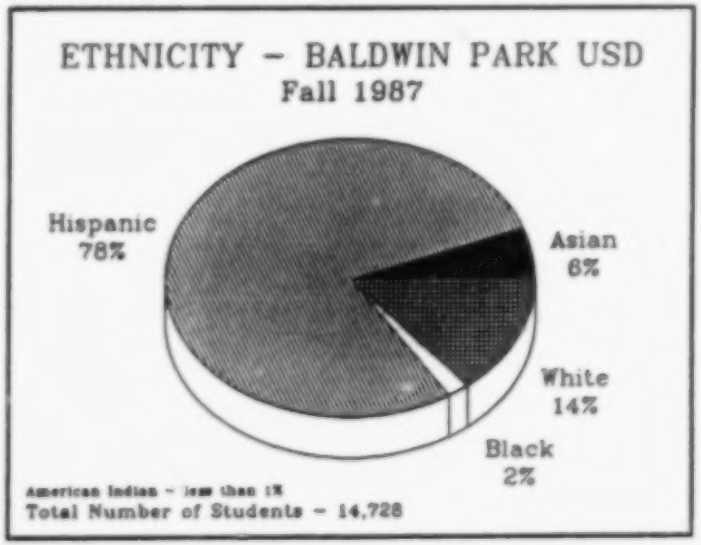


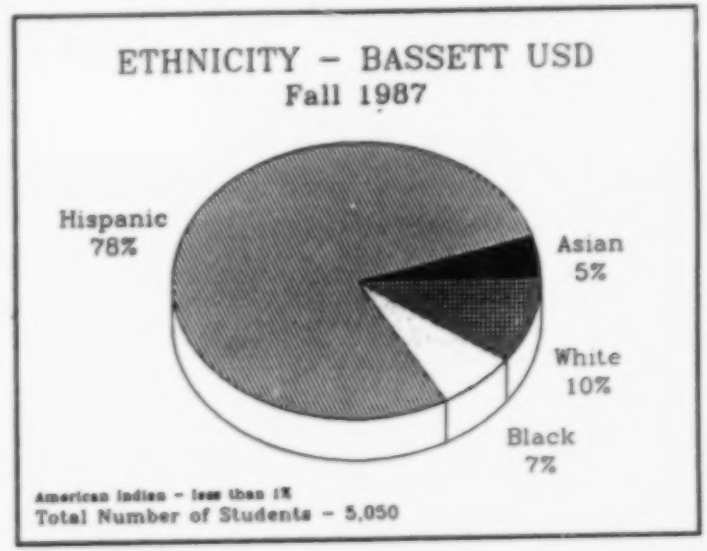



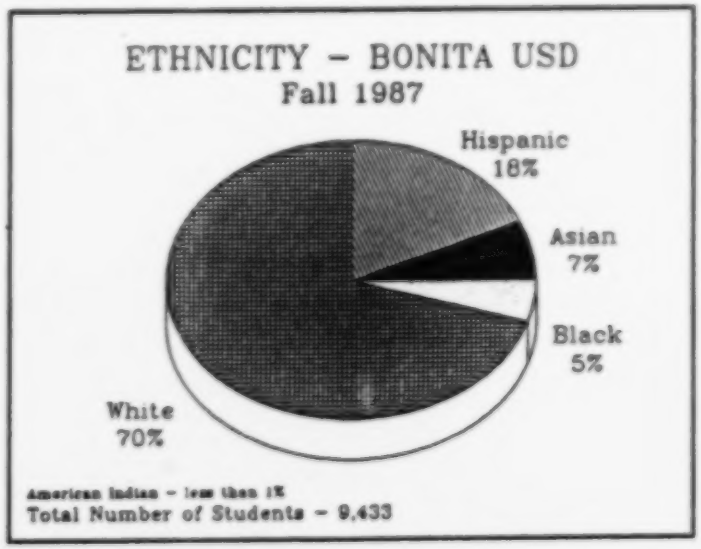

USD = 10 Unified School Districts

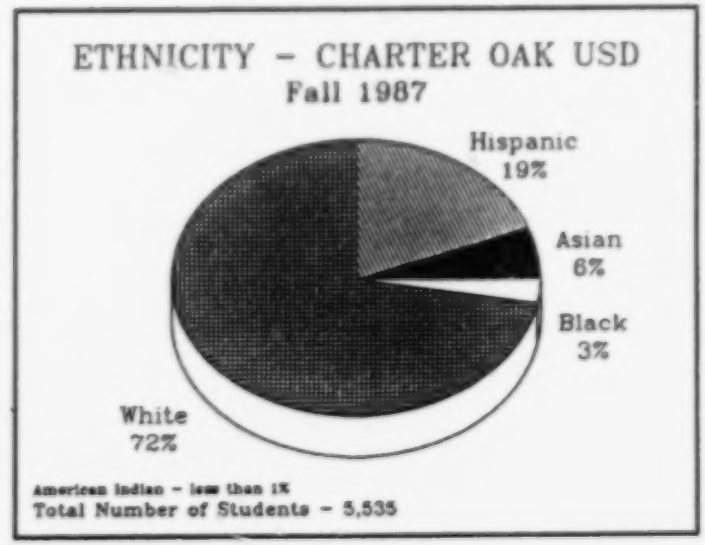
in MSAC District

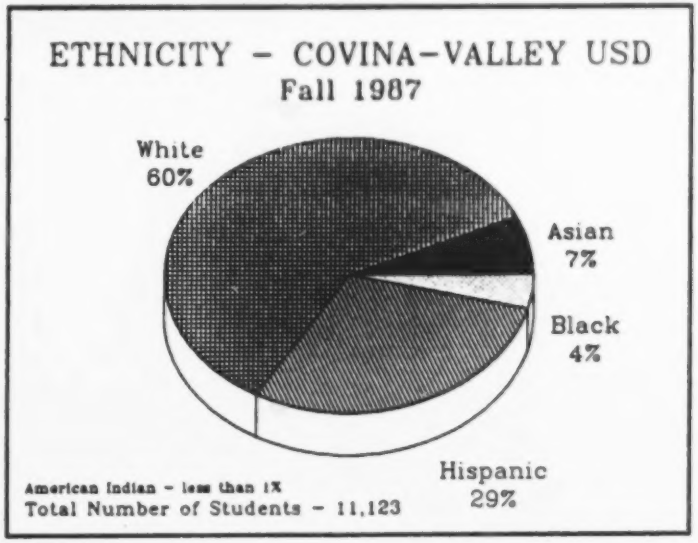
*For detailed information on Asian categories, contact the Office of Institutional Research.*

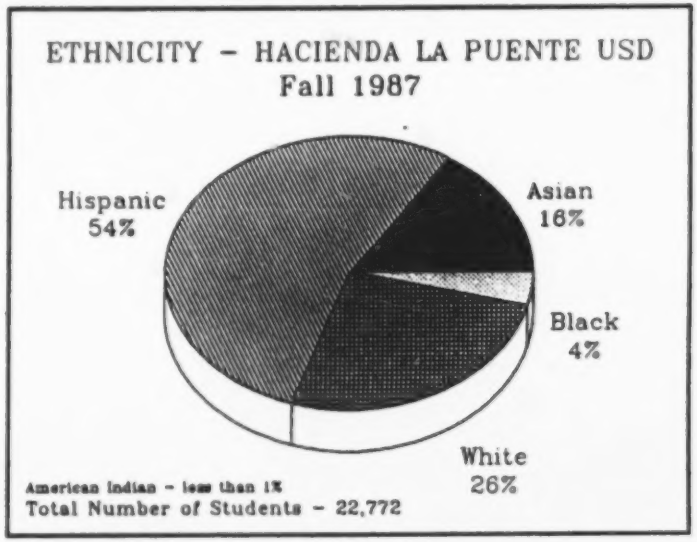

ETHNICITY - BALDWIN PARK USD
Fall 1987
Hispanic 78%
Asian 6%
White 14%
Black 2%
American Indian - less than 1%
Total Number of Students - 14,728

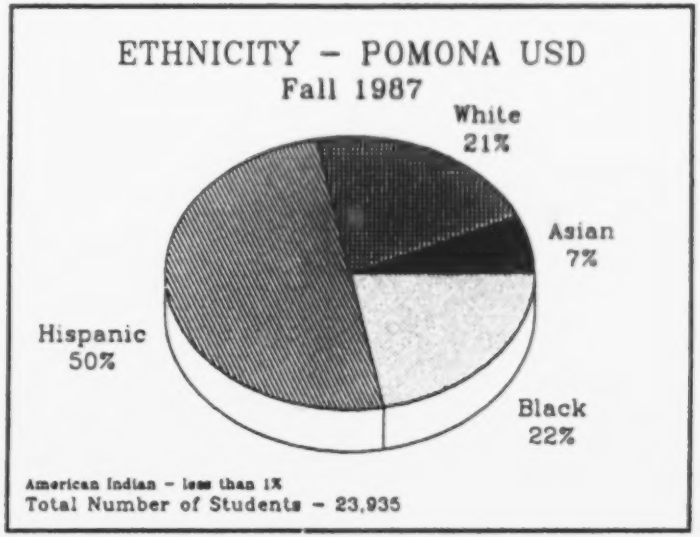

ETHNICITY - BASSETT USD
Fall 1987
Hispanic 78%
Asian 5%
White 10%
Black 7%
American Indian - less than 1%
Total Number of Students - 5,050

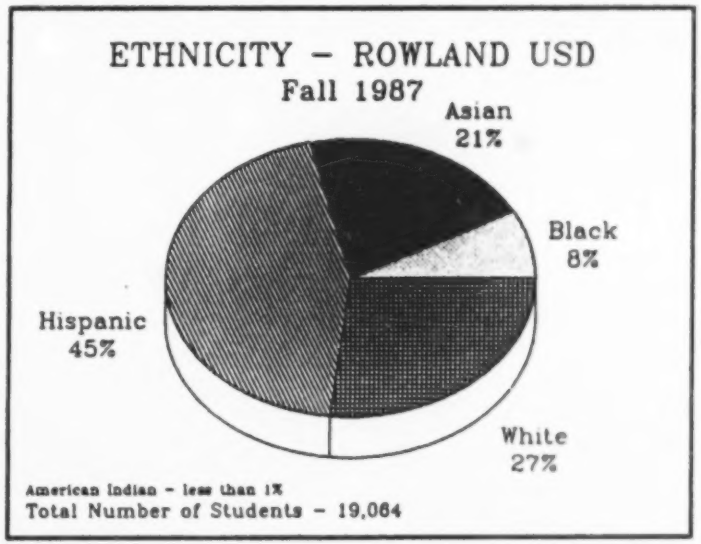

ETHNICITY - BONITA USD
Fall 1987
Hispanic 18%
Asian 7%
Black 5%
White 70%
American Indian - less than 1%
Total Number of Students - 9,433

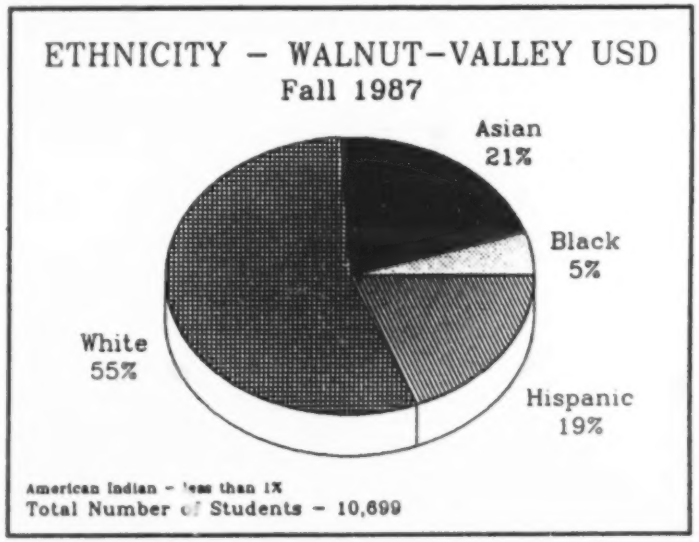

ETHNICITY - CHARTER OAK USD
Fall 1987
Hispanic 19%
Asian 6%
Black 3%
White 72%
American Indian - less than 1%
Total Number of Students - 5,535

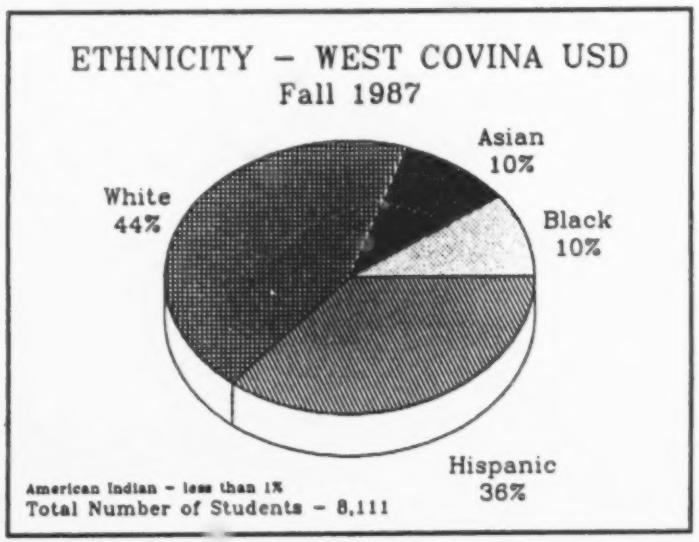

ETHNICITY - COVINA-VALLEY USD
Fall 1987
White
60%
Asian
7%
Black
4%
Hispanic
29%
American Indian - less than 1%
Total Number of Students - 11,123


ETHNICITY - HACIENDA LA PUENTE USD
Fall 1987
Hispanic
54%
Asian
16%
Black
4%
White
26%
American Indian - less than 1%
Total Number of Students - 22,772


ETHNICITY - POMONA USD
Fall 1987
White
21%
Asian
7%
Hispanic
50%
Black
22%
American Indian - less than 1%
Total Number of Students - 23,935


ETHNICITY - ROWLAND USD
Fall 1987
Asian
21%
Black
8%
Hispanic
45%
White
27%
American Indian - less than 1%
Total Number of Students - 19,064


ETHNICITY - WALNUT-VALLEY USD
Fall 1987
Asian
21%
Black
5%
White
55%
Hispanic
19%
American Indian - less than 1%
Total Number of Students - 10,699


ETHNICITY - WEST COVINA USD
Fall 1987
Asian
10%
White
44%
Black
10%
Hispanic
36%
American Indian - less than 1%
Total Number of Students - 8,111

## PARTICIPATION IN ADULT EDUCATION PROGRAMS
## MSAC DISTRICT, K-12 SCHOOL DISTRICTS
## 1984-85

| | |
|---|---|
| Elementary Basic Skills (grades 1-8) | 13,000 |
| High School Basic Skills (grades 9-12 & GED prep.) | 13,304 |
| English As A Second Language | 15,187 |
| Citizenship (for immigrants Americanization) | 522 |
| Substantially Handicapped | 9,617 |
| Vocational Programs (high employment potential) | 35,733 |
| Apprenticeship | 1,952 |
| Parent Education | 5,306 |
| Survivor Skills for Older Adults | 3,421 |
| Health and Safety Education | 42,028 |
| Home Economic Education | 665 |
| Other Adult Ed Programs not for State Apportionment | 3,160 |
| **TOTAL PARTICIPATION** | **143,895** |
| Number of Adult Education Graduates | 778 |
| Number of Full-Time Certificated Staff | 180 |
| Number of Part-Time Certificated Staff | 455 |

Adult Education programs represented in this survey:

Baldwin Park Adult School, Bassett Adult School,
La Puente Valley Adult School & Valley Vocational Center,
Pomona Adult and Vocational Education, Rowland Adult School,
Tri-Community Adult School

Source: California State Department of Education CBEDS

MT. SAN ANTONIO COLLEGE DISTRICT
PUBLIC K-12 ENROLLMENT PROJECTIONS -- BIRTH THROUGH GRADUATION 1982-93

| Year | Births | Kinder-garten | First | Second | Third | Fourth | Fifth | Sixth | Seventh | Eighth |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 0.0790* | 1.0314* | 0.9998* | 1.0151* | 1.0185* | 1.0151* | 1.0035* | 1.0455* | 0.9954* |
| 1983 | 118673 | 9163 | 9376 | 9065 | 8907 | 8979 | 8588 | 9068 | 9856 | 10190 |
| 1984 | 119623 | 9668 | 9451 | 9374 | 9202 | 9071 | 9115 | 8618 | 9480 | 9810 |
| 1985 | 126213 | 10197 | 9971 | 9449 | 9515 | 9372 | 9208 | 9147 | 9010 | 9436 |
| 1986 | 133120 | 10585 | 10517 | 9969 | 9591 | 9691 | 9514 | 9240 | 9563 | 8968 |
| 1987 | 138189 | 10788 | 10917 | 10515 | 10119 | 9768 | 9838 | 9547 | 9660 | 9519 |
| 1988 | 140840 | 10839 | 11127 | 10914 | 10673 | 10306 | 9916 | 9872 | 9981 | 9615 |
| 1989 | 141509 | 10872 | 11180 | 11124 | 11079 | 10870 | 10462 | 9950 | 10321 | 9935 |
| 1990 | 141944 | 10940 | 11214 | 11177 | 11292 | 11284 | 11035 | 10498 | 10402 | 10273 |
| 1991 | 142821 | 10980 | 11283 | 11211 | 11345 | 11501 | 11455 | 11073 | 10975 | 10354 |
| 1992 | 143350 | 11014 | 11325 | 11280 | 11380 | 11555 | 11675 | 11495 | 11576 | 10924 |
| 1993 | 143790 | | 11360 | | | | | | | |

| Year | Ninth | Tenth | Eleventh | Twelfth | Day Grads | Evening Grads | Total Grads | Total K-8 | Total 9-12 | Total K-12 |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1.1247* | 0.9292* | 0.9057* | 0.8627* | 0.8639* | 0.0385* | 0.9025* | | | |
| 1983 | 11193 | 9784 | 9010 | 7350 | 6350 | 283 | 6633 | 83192 | 37337 | 120529 |
| 1984 | 11461 | 10401 | 8862 | 7773 | 6715 | 300 | 7015 | 83789 | 38497 | 122286 |
| 1985 | 11034 | 10650 | 9421 | 7645 | 6605 | 295 | 6899 | 85305 | 38750 | 124055 |
| 1986 | 10613 | 10253 | 9646 | 8127 | 7021 | 313 | 7334 | 87638 | 38639 | 126277 |
| 1987 | 10087 | 9862 | 9287 | 8321 | 7189 | 321 | 7509 | 90671 | 37557 | 128228 |
| 1988 | 10706 | 9373 | 8932 | 8012 | 6922 | 309 | 7231 | 93243 | 37023 | 130266 |
| 1989 | 10814 | 9948 | 8490 | 7705 | 6656 | 297 | 6953 | 95793 | 36957 | 132750 |
| 1990 | 11174 | 10048 | 9010 | 7324 | 6327 | 282 | 6610 | 98115 | 37556 | 135671 |
| 1991 | 11555 | 10383 | 9101 | 7773 | 6715 | 300 | 7015 | 100177 | 38812 | 138989 |
| 1992 | 11646 | 10737 | 9404 | 7851 | 6783 | 303 | 7085 | 102224 | 39638 | 141862 |
| 1993 | | | | | | | | | | |

* Three-Year Weighted Average Progression Ratios
SOURCE: State of California Department of Finance

## DATA SOURCES FOR COLLEGE DISTRICT AND ADJACENT SUBREGIONS

Department of Regional Planning, County of Los Angeles

County Sanitation Districts of Los Angeles County

Page 22

State of California, Employment Development Department

Employment Data and Research Annual Planning Information, Los Angeles/Long Beach Metropolitan Statistical Area, Los Angeles County.

Page 23

U.S. Bureau of Labor Statistics, County of Los Angeles

Department of Community Development

Los Angeles Area Labor Market Information Report

Los Angeles County Employment Analyst for Labor Market Information - Call first Friday of the month after 10:00 a.m. for last month's unemployment rate, 213-744-2507.

Los Angeles Times Index (MSAC Library)

Page 24

Southern California Association of Governments (MSAC Library)

## REGIONAL LABOR MARKET
## MSAC, CHAFFEY, CITRUS, RIO HONDO DISTRICTS
### January 1985

| Employment By Industry/Occupation | Number of Firms | Employees In Area | Sales Volume # of Firms Reporting | Sales Volume $(00000) |
|---|---|---|---|---|
| Agriculture/Forestry/Fishing | 572 | 6,906 | 483 | 4,600 |
| Mining | 46 | 1,405 | 29 | 1,645 |
| Construction | 3,146 | 30,352 | 2,288 | 23,701 |
| Manufacturing | 5,708 | 177,108 | 3,994 | 88,945 |
| Transportation/Commerce/Utilities | 1,190 | 29,018 | 806 | 8,221 |
| Wholesale Trade | 3,010 | 36,638 | 2,006 | 55,927 |
| Retail Trade | 5,884 | 52,192 | 4,315 | 59,763 |
| Financial/Insurance/Real Estate | 1,369 | 14,019 | 462 | 6,293 |
| Services | 8,130 | 113,958 | 4,032 | 27,660 |
| **TOTAL** | **29,055** | **461,596** | **18,415** | **276,755** |

Source: MSAC Institutional Research

## FASTEST-GROWING OCCUPATIONS, 1984-95
[Numbers in Thousands]

| Occupation | Employment | | Change in Employment 1984-95 | |
|---|---|---|---|---|
| | 1984 | 1995 | Number | Percent |
| Paralegal personnel | 53 | 104 | 51 | 97.5 |
| Computer programmers | 341 | 586 | 245 | 71.7 |
| Computer systems analysts, electronic data processing (EDP) | 308 | 520 | 212 | 68.7 |
| Medical assistants | 128 | 207 | 79 | 62.0 |
| Data processing equipment repairers | 50 | 78 | 28 | 56.2 |
| Electrical and electronics engineers | 390 | 597 | 206 | 52.8 |
| Electrical and electronics technicians and technologists | 404 | 607 | 202 | 50.7 |
| Computer operators, except peripheral equipment | 241 | 353 | 111 | 46.1 |
| Peripheral EDP equipment operators | 70 | 102 | 32 | 45.0 |
| Travel agents | 72 | 103 | 32 | 43.9 |
| Physical therapists | 58 | 83 | 25 | 42.2 |
| Physician assistants | 25 | 35 | 10 | 40.3 |
| Securities and financial services salesworkers | 81 | 113 | 32 | 39.1 |
| Mechanical engineering technicians and technologists | 55 | 75 | 20 | 36.6 |
| Lawyers | 490 | 665 | 174 | 35.5 |
| Correction officers and jailers | 130 | 175 | 45 | 34.9 |
| Accountants and auditors | 882 | 1,189 | 307 | 34.8 |
| Mechanical engineers | 237 | 317 | 81 | 34.0 |
| Registered nurses | 1,377 | 1,829 | 452 | 32.8 |
| Employment interviewers, private/public employment service | 72 | 95 | 23 | 31.7 |

Data: U.S. Bureau of Labor Statistics

## GROWTH FORECASTS FOR COLLEGE DISTRICT AND ADJACENT SUBREGIONS

| | Year 2000 % Urban Land | 1980 | 2000 | Population Growth | Average Annual Growth Rate |
|---|---|---|---|---|---|
| **Highly Urbanized** | | | | | |
| ***East San Gabriel Valley** | 67.1 | | | | |
| Population | | 687,000 | 787,000 | 100,000 | .73 |
| Housing | | 220,000 | 275,000 | 55,000 | 1.25 |
| Employment | | 260,000 | 331,000 | 71,000 | 1.37 |
| **Glendale/Pasadena** | 76.0 | | | | |
| Population | | 1,130,000 | 1,202,000 | 72,000 | 0.32 |
| Housing | | 430,000 | 485,000 | 55,000 | 0.64 |
| Employment | | 494,000 | 567,000 | 73,000 | 0.74 |
| **North West Orange** | 86.3 | | | | |
| Population | | 1,354,000 | 1,591,000 | 237,000 | 0.88 |
| Housing | | 487,000 | 596,000 | 109,000 | 1.12 |
| Employment | | 635,000 | 836,000 | 201,000 | 1.58 |
| **Urbanizing** | | | | | |
| **Chino Basin** | 62.0 | | | | |
| Population | | 346,000 | 695,000 | 349,000 | 5.04 |
| Housing | | 119,000 | 255,000 | 136,000 | 5.71 |
| Employment | | 117,000 | 275,000 | 158,000 | 6.75 |
| **Riverside/Corona** | 28.0 | | | | |
| Population | | 334,000 | 574,000 | 240,000 | 3.59 |
| Housing | | 118,000 | 219,000 | 100,600 | 4.26 |
| Employment | | 109,000 | 219,000 | 109,700 | 5.03 |
| **Mountains/Desert** | | | | | |
| **Angeles/San Bernardino Forest** | 3.5 | | | | |
| Population | | 38,400 | 58,000 | 19,600 | 2.55 |
| Housing | | 39,200 | 62,500 | 23,300 | 2.97 |
| Employment | | 8,100 | 14,100 | 6,000 | 3.70 |

Source: SCAG 1982, MSAC Institutional Research

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## TREND FILES

Pages 26, 27, 28, and 29

Trend files are organized by: Local Cities and National/State/Local - Economic, Educational, Environmental and Social Trends.

National/State/Local Media Sources for Trend Files (partial listing):

American Demographics
Book of Lists
California Business
Insight On the News
Los Angeles Business Journal
Los Angeles Times, San Gabriel Valley Section
MacNeil/Lehrer NewsHour
San Gabriel Valley Tribune
Venture
Wall Street Journal

## EDUCATIONAL TRENDS

* Private industry spends $30 billion a year on formal classroom employee training and another $60 billion on alternatives to higher education. Fourteen corporate colleges grant doctorates. Over 200 joint-venture degree programs are jointly funded and administered by corporations and colleges.

* Significant increase in community college/business industrial training and technical assistance partnerships.

* Forty percent of adults want further education; 28 percent would choose vocational or technical schools; and 21 percent, two or four-year public colleges. Sixty-nine percent could not attend college without grants or low-interest loans.

* Increase of community college honors programs, 84 percent allow part-time students to enroll.

* Forty percent of all students are part time. One-in-twenty, part-time independent students, and one-in-five, full-time independent students, receive financial aid.

## ECONOMIC TRENDS

* More economic and political activity shifting to Pacific Rim countries. More trade with Asian than European countries.

* Increased industrial internationalization and expansion of multi-national corporations.

* Highly interdependent world economy will generate international monetary reform.

* U.S. corporate restructuring for leaner workforce to increase competitive advantage.

* High paying production jobs in steel, auto, and other basic industries shrinking since 1980. By 1985, over 10 million manufacturing jobs lost to third world countries.

* Increasing number of two-income families.

* Women hold 60 percent of the service jobs.

Government 1985

* Significant privatization trend in government at all levels.

* Signs pointing to economic growth: lower interest rates, consumer confidence, greater money supply, lower inflation, Gram-Rudman-Hollings amendment to shrink $200 billion annual Federal deficit to zero by 1991.

* Signs pointing down: Third World debt $970 billion; U.S. share of global output dropped from almost 50 percent in 1950 to 20 percent in 1985; massive budget; trade deficits; sluggish capital spending; slow productivity growth; persistently high employment in the industrial sector; record low savings rate; recession in farming, oil, and mining; falling domestic auto sales, high consumer installment debt.

Oil

* Two 1986 predictions:

  1. By the year 2000, international oil business is transformed. Large multi-national oil companies will take control of world oil market from OPEC.

  2. A price of $15 a barrel will mean 300,000 jobs lost by 1991, and the U.S. oil imports will be 50 percent.

Southern California

* Gateway to the Pacific Rim.

* City of Los Angeles is a financial, legal and trading capital.

* Largest concentration in U.S. of high technology companies.

* Major businesses: manufacturing, electronics, plastics, computers, aircraft, apparel, fabricated metals and machinery primarily in Los Angeles Basin. Provides ten percent of the national output, one-fourth of the jobs in California, three-fourths in services, trade, education, government. Productivity increases two percent per annum.

Future Employment

* Impacting Technologies

**Communication/Information:** Optical Disks, Broadband Communication, Computers, Electronic Media.

**Automation:** Sensors and Programmable Controllers, Computer-Aided Design (CAD) and Engineering (CAE), Computer-Aided Manufacturing (CAM) and Testing (CAT), Industrial Robots and Computer Numerical Control Machines, Factory Automation-Computer Integrated Manufacturing, and Artificial Intelligence-Expert Systems.

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**New Materials:** Metallic Glasses, High-Temperature Structural Ceramics, Solid Electrolytes.

**Agriculture & Biological Engineering:** Irradiation, Tissue/Culture Micropropagation, Recombinant DNA.

**Energy:** Heat Pumps, Photo Voltaics, Cogeneration, Energy Management & Control Systems.

**Robotic Applications 1985-1990:** Machining, Painting, Assembly for Batch Manufacturing, Underwater Geological Surveying, Reactor Furnace Maintenance, Filming (Movie Making), Cleaning, Underwater Welding, Coal Mining.

* Future Employment Areas

Antimatter Research for Powering Space Vehicles
Artificial Intelligence
Astro Law
Biomedical Electronics
Bionic Implant
CAD, Manufacturing, and Medical Research
Dialysis and Implant Technology
Energy Auditing, Conservation
Electronic Medical Diagnosis
Genetic Engineering
Geriatrics
Hazardous Waste Technology
High Technology Ceramics
Laser Technology
Radiation Therapy
Robotic Language Programming
Satellite Communications
Solar Technology
Space Medicine

Employment Trends

* Decline in unionized industrial jobs.

* Technological obsolescence affecting life employment patterns.

* Automation reducing human resource needs. By 1990 fewer smoke stack industries, more technology, fewer people in management, more "gold collar" professionals such as chemical engineers, scientists, computer programmers.

* Professional, technical "gold collar" skilled labor intensive jobs will increase; but greater growth will be in jobs requiring little or no education beyond high school.

* Seventy-five percent of corporate moves involve dual career couples.

## POPULATION TRENDS

1985

* Baby Boomers born between 1946-1965 totalled 79 million; one-third of U.S. population. Ninty-one percent worked.

* Seventy-five percent of women with children were in the work force. Eighteen percent of the unemployed women were Black, 10 percent Hispanic, 6 percent White.

* Trend for more individuals and families with very low and very high incomes. More than 46 percent, 29 million families, with earnings exceeding $25,000. Thirteen million women; 4.2 million non-white, living in poverty.

California 1985

| | No. of Students |
|---|---|
| K-12 | 1,278,447 |
| Seniors | 243,398 |
| June 1985 Graduates | 224,525 |
| | |
| Community Colleges | 1.1 Million |
| CSU | 324,626 |
| UC | 147,957 |

* 1985 - Medium age, 31.21; over 64 years, 2,816,792.
  2020 - Projected medium age, 38.08; 36.64, male; 39.50, female; over 64 years, 6,175,610.

* California leads the nation in number of foreign born: 15-18 percent.

MSAC District, 1985

* Fewer children and teenagers. Large professional population, white collar working couples and singles. Two zip code areas with unemployment rates of 9.5 to 17.4 percent for persons 16 years and older. Riverside/San Bernardino Counties are the fastest growing counties in U.S. The projected District population by the year 2000 is 715,440. The area east of College District including Rancho Cucamunga, Ontario, Fontana, Upland, Chino, Montclair, is 607,900.

* Educational level of MSAC District: largest one-third, 12.8 to 15.5 years or more; second one-third, 12 to 12.7 years; last third, 9.9 years or less to 11.9 (24 percent of this group have 10 to 11.4 years of education.)



ERIC Clearinghouse for Junior Colleges MAR 18 1988